NEWS RELEASE

Red Bend Announces Device Management Client
for Embedded Intel WiMAX Chipsets

vDirect Mobile™ to Aid Mobile Operators in Over-the-Air Provisioning and Management of WiMAX Broadband Services to Notebooks based on Intel® Centrino® 2 Processor Technology

BARCELONA, SPAIN—February 16, 2009—Red Bend Software, the leader in Mobile Software Management (MSM), today announced that Intel Corporation (NASDAQ: INTC), the world leader in silicon innovation, has licensed Red Bend's vDirect Mobile™ device management (DM) client for use in the Intel embedded WiMAX chipset based on Intel® Centrino® 2 Processor Technology. The first Red Bend-enabled Intel chipsets began shipping in fall 2008 with the "back-to-school" release of Intel-based notebook PCs, which will reach consumers in the United States and Japan from operators Clearwire and UQ, respectively. *(News issued from GSMA's Mobile World Congress 2009 where Red Bend is exhibiting in business hospitality suite 4.3HS50.)*

vDirect Mobile is the industry's leading independent DM client that is interoperable with any DM server supporting standards from the Open Mobile Alliance (OMA), enabling operators and manufacturers to easily provision new subscribers, configure applications and network settings, manage software and retrieve device information over the air. The Intel WiMAX/WiFi Link 5350, enabled by vDirect Mobile, is a wireless network adapter that operates in the 2.5GHz spectrum for WiMAX and 2.4GHz and 5.0GHz spectra for WiFi. The integrated module is embedded in new laptops based on Intel Centrino 2 Processor Technology, providing flexible and convenient connectivity to both WiFi and WiMAX networks to enhance today's mobile lifestyle.

"WiMAX delivers rich broadband connectivity over a wide area, allowing users to work, play and stay connected while on the go," said Raviv Melamed, vice president, Mobility Group and General Manager, Wireless Group, Intel. "Operators like Clearwire and UQ are requiring over-

the-air [OTA] management for WiMAX products to help ensure the success of these powerful WiMAX networks. By featuring Red Bend's proven DM client in the Intel® WiMAX/WiFi Link 5350 adapter, we can help address operator demand for OTA provisioning, management and upgrade support so that consumers can activate and stay connected on wireless broadband with minimal effort."

"Manufacturers like Intel need less time and fewer resources to implement device management using vDirect Mobile, which also provides business logic rules that can be easily adapted to meet specific operator requirements, further reducing the time to market," said Yoram Salinger, CEO of Red Bend Software. "Also exciting for Red Bend is that the Intel WiMAX/WiFi Link 5350 network adapters include the Red Bend name as powering the over-the-air updates—marking the first time our name has been promoted to consumers."

About Red Bend Software

Red Bend Software, the leader in Mobile Software Management (MSM), provides client software for managing firmware, applications and devices over the air. The company's award-winning MSM products enable device manufacturers, mobile operators and software developers to increase revenues, reduce support costs and achieve faster time to market by remotely managing their software assets on mobile devices. Red Bend's software has been deployed in 410 million mobile devices by seven of the top 10 handset manufacturers, including LG Electronics, Motorola, Sharp, Sony Ericsson and ZTE, as well as 30 other leading companies in the mobile, M2M and WiMAX markets. Unlike device management vendors with proprietary end-to-end systems and manufacturers' internally developed solutions that are platform specific, Red Bend is the only company offering independent client software that is interoperable with any standards-based server and that works with any platform on any type of mobile device. Founded in 1999, Red Bend is a privately held, venture capital-financed company with offices in China, Israel, Japan, Korea, the U.K. and the U.S. To learn how Red Bend is bending rules and breaking boundaries with mobile software management, visit www.redbend.com.

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